

**LadyA - Case Study 2015**  
**A-Z Quiz**

	<b>Clues</b>	<b>Answer</b>
A	The first name of Mr and Mrs Carroccio's first child	Alejandra
B	Six of these were hired and managed by a 'chief' to protect LadyA.	Bodyguards
C	These workers include LadyA's band, dancers, technicians, Gavin Pratt and events manager.	Core employees
D	What was "rapidly changing" in the USA, requiring Alejandra to be "less ethnic"	Demography (demographics)
E	This would enable many opportunities for developing more products under the LadyA brand (Option 2)	E-commerce
F	The type of branding used for LadyA's perfumes and cosmetics products	Family branding
G	Source of external finance that Mr Carroccio secured to help start his shoe repair business	Grant
H	Type of person that the casting director in 1994 sought for the film <i>La Bella Rosa</i>	Hispanic American woman
I	LadyA earned this from copyrights and royalties from her first CD album <i>Presentación Lady Alejandra</i>	Income
J	What Mrs Carroccio secured in the cafeteria of a local school	Job
K	LadyA hired this business consultancy firm which specialises in the strategic direction of brands	Kersey & Joyce (K&J)
L	Brand name of one of the most successful musicians in the USA	LadyA
M	"To help all adult immigrants learn English" is an example of this	Mission statement
N	What Alejandra was unfamiliar with, so hired an agent to help her with this	Negotiations
O	Being cast for a role in <i>La Bella Rosa</i> led to many new ... for Alejandra	Opportunities
P	This is what LadyA's parents sought when they fled Cuba for a better life in Florida, USA	Political asylum
Q	A problem caused by outsourcing manufacturing in Malaysia	Quality control
R	First name of minority shareholder of <i>LadyA Management Limited (LAM)</i>	Ruth (Liebermann)
S	Option 1 for LadyA is to move into this market, which generally accept older female musicians and film stars	South American
T	Teenage girls and young women make up the main ... market for LadyA	Target (market)
U	Alejandra gave this up in pursuit of her music career in Los Angeles	University
V	The name of LadyA's second CD album	<i>Viva Lady Alejandra</i>
W	Payment system received by Mrs Carroccio for her job in the school cafeteria	Wage
X	Methods used to prolong the product life cycle of LadyA	eXtension strategies
Y	Ruth Liebermann had successfully turned these people into media sensations	Young stars
Z	LadyA's initial leadership style, which caused her to be mocked by employees as ' <i>la princesa</i> '.	Laissez-faire

**LadyA - Case Study 2015  
A-Z Quiz**

	<b>Clues</b>	<b>Answer</b>
A	The first name of Mr and Mrs Carroccio's first child	
B	Six of these were hired and managed by a 'chief' to protect <i>LadyA</i> .	
C	These workers include <i>LadyA</i> 's band, dancers, technicians, Gavin Pratt and events manager.	
D	What was "rapidly changing" in the USA, requiring Alejandra to be "less ethnic"	
E	This would enable many opportunities for developing more products under the <i>LadyA</i> brand (Option 2)	
F	The type of branding used for <i>LadyA</i> 's perfumes and cosmetics products	
G	Source of external finance that Mr Carroccio secured to help start his shoe repair business	
H	Type of person that the casting director in 1994 sought for the film <i>La Bella Rosa</i>	
I	<i>LadyA</i> earned this from copyrights and royalties from her first CD album <i>Presentación Lady Alejandra</i>	
J	What Mrs Carroccio secured in the cafeteria of a local school	
K	<i>LadyA</i> hired this business consultancy firm which specialises in the strategic direction of brands	
L	Brand name of one of the most successful musicians in the USA	
M	"To help all adult immigrants learn English" is an example of this	
N	What Alejandra was unfamiliar with, so hired an agent to help her with this	
O	Being cast for a role in <i>La Bella Rosa</i> led to many new ... for Alejandra	
P	This is what <i>LadyA</i> 's parents sought when they fled Cuba for a better life in Florida, USA	
Q	A problem caused by outsourcing manufacturing in Malaysia	
R	First name of minority shareholder of <i>LadyA Management Limited (LAM)</i>	
S	Option 1 for <i>LadyA</i> is to move into this market, which generally accept older female musicians and film stars	
T	Teenage girls and young women make up the main ... market for <i>LadyA</i>	
U	Alejandra gave this up in pursuit of her music career in Los Angeles	
V	The name of <i>LadyA</i> 's second CD album	
W	Payment system received by Mrs Carroccio for her job in the school cafeteria	
X	Methods used to prolong the product life cycle of <i>LadyA</i>	.X..... S.....
Y	Ruth Liebermann had successfully turned these people into media sensations	
Z	<i>LadyA</i> 's initial leadership style, which caused her to be mocked by employees as ' <i>la princesa</i> '.	.....Z-.....